

Red Rocks Music Festival Cultural Diversity Plan 2007

Board of Directors

The Red Rocks Music Festival currently has eleven members on its board of directors with a goal of adding one additional member by the next fiscal year. One member is a Festival guest artist and consultant/clinician, and one is a festival orchestra musician. The others were recruited for their business and administrative experience and their involvement in the Arizona arts community.

The Red Rocks Music Festival seeks to reflect the racial, cultural and socioeconomic diversity of the Phoenix Metropolitan area in the makeup of its board members. This diversity is sought because it will aid the organization to identify new communities for outreach, provide greater insight into the needs of the various communities served by the Festival, ensure programmatic relevance to the communities served, and maintain a broader base of support for the Festival and for classical music generally.

Of the Festival's Board of Directors' eleven members, one is Hispanic (Mr. Vissicaro), one is Asian (Ms. Chang-Center) and one is African American (Julie Sullivan). A Native American board member will be sought this season to assist with the 2008 Festival plans for events on the Salt River Reservation.

Cultural Diversity Chart

	FY 2006	FY2007	FY2008
Total number of Board Members	12	11	12
Number of Board members who are:			
Native American	0	0	1
Asian/Pacific Islander	1	1	1
Black/African American	0	1	1
Chicano/Lantino/Hispanic	1	1	1
White	10	8	8

Artists

For the Festival's inaugural concert, one of the two guest soloists was Hispanic (Gustavo Romero). Of the 56-member orchestra, three musicians were Asian and two were Hispanic. In the second year, because of funding and venue limitations, the orchestra was reduced in size from 56 to 14. One member, Annie Center, was ethnic Asian. She was also a guest artist featured in the small chamber ensemble concert. In the third year violist Annie Chang Center was joined by Nancy Buck, also Asian, and both artists were featured in the performance of Bach's Brandenburg Concerto No.3.

The 2005 featured "Intercultural Journeys" at the Heard Museum and Creative Life Center/Sedona with Native American flutist Carlos Nakai in partnership with Ohad bar-David, 'cellist with the Philadelphia Orchestra. The 2006 season featured, Daniela Borgialli, Tango dance expert, and the music of Argentine composer Astor Piazzolla. The 2007 Festival expands to two weeks including more ethnic dance with Flamenco Un Corozon, the addition of wind instruments and a composer when Quintessence premieres a new wind quintet by Bill Douglas. Rising opera stars Krysty Swann (African American) and Adam Margulies will bring the element of voice to 2007 programming. Diversity in programming and performers makes for unique and memorable experiences for audiences and artists alike.

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(continued)**

The Festival desires to return to the larger orchestral format as funding becomes available. When we achieve this goal, positions in the orchestra will be advertised in the International Musician, applicants will be auditioned, and qualified ethnic minority musicians will be recruited.

Festival outreach

Each season Red Rocks Music Festival includes outreach services for children in its plans. In 2003, these were specially targeted for the ethnic minority children from Rosie's House and Jam Pak musical organizations. Festival performances in 2004 included sponsorships from Big Brothers Big Sisters in Prescott, after-concert chats with these children, and outreach ensemble school concerts for schools in Tempe. "Dance Around the World" was the theme, taking the students on a musical journey to many different cultures around the globe. The 2005 Festival included outreach services at two north Scottsdale schools, giving these students a historical music journey called "Bach and Forth" and introducing instruments from the string, wind and percussion families. In 2006, Scottsdale students experienced "Dance Around the World" when the outreach ensemble was joined by two tango dancers. For the 2007 Festival, the City of Sedona has committed funding to bring "Dance Around the World" to the Sedona Public Library (free admission event), and funding has been requested from the Phoenix Office of Arts and Culture for outreach programs at underserved schools in the Paradise Valley Unified School District. It is our profound hope that these young people will enjoy and benefit from this exposure to classical music early in their lives, and that from among them will come more master musicians representing all ethnic backgrounds for the next generation.

Moshe Bukshpan, President and Executive Director

Date Signed